



CALPEEK

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CAMPAIGN '96: DOLE TO BATTLE FOR CALIFORNIA.

Editor's note: With 15 days left before the Nov. 5th general election, the Dole/Kemp '96 campaign says they will battle Pres. Bill Clinton for Calif.'s 54 electoral college votes. Here's our update & analysis...

...The tentative decision by the Dole's campaign to stay in Calif. with resources is considered a big win for VP nominee Jack Kemp, Dole sr. Calif. advisor Ken Khachigian, the Calif. Republican Party, House Speaker Newt Gingrich and Gov. Pete Wilson. This is the group which has been aggressively pushing for a well-funded effort in Calif. Whether this strategy will work remains to be seen. GOP campaign consultants working down-ballot races and 3 Calif. GOP U.S. House members, who are in very tough reelection battles, are thrilled with this decision. FYI: the tip off on how aggressive Dole will be in Calif. should be seen in his new tv spots -- which we haven't seen (as of 10/16)...

...One of the deciding factors to battle in Calif. was the recent Field Poll (Oct. 1-8, among likely voters) showing a narrowing of the gap to 10-pts. Pres. Clinton now leads Dole by a margin of **48% to 38%**, with 3% for Ross Perot and 3% for Ralph Nader, with 8% undecided. On Oct. 15 at a Sacto Press Club lunch, pollster Mervin Field was asked if any presidential candidate had ever come back from 10 points down at this stage and carried Calif. Field's answer: **NO**. FYI: an independent poll (same time frame/likely voters) found Clinton leading Dole by about 12-14-pts. And **Calpeek** sources report that Clinton's own internal tracks from Calif. show him ahead of Dole by a margin of 48% to 33%...

...What's the Dole strategy from here on out? It looks like a hardline, negative effort. That's obvious from the comments being made by various GOP officials over the past few days. Topics on the table include: illegal

immigration (187 stuff), **YES** on 209 (anti-affirmative action initiative) and a some big White House screw-ups: travelgate & filegate...

...Is there a risk in Dole's going negative at this late date? Absolutely. Voters might view this as desperation and the news media might again ask: Is the old, mean Bob Dole resurfacing? And remember, Dole too carries negatives: guns, choice, tobacco, family medical leave law -- all issues which hit a responsive note with women voters (the soccer moms), a key group Dole needs. Right now there's a huge gender gap (29 points in one poll) in Clinton's favor...

...**Debate II**: Dole didn't do what he needed to do: knock Pres. Clinton down or out. Dole was tough and attacked on the character issue often, but Clinton's line of, "No attack ever created a job" was the right response. Polls all declared Clinton the winner. The top issue by panelists asking questions: health care...

CAMPAIGN '96: 208 & 212 - PHONY REFORM???

Editor's note: Opponents of Props. 208 & 212, the two *campaign reform measures* on the Nov. 5th ballot, are still struggling to raise a warchest. Here's our brief analysis...

...Opponents of 208 & 212 have developed their message to voters: both measures are *flawed*, *extreme* and in the case of 212, *legally challenged*. This means a legal test of 212 is a given --- and according to many of our sources, 212 would most likely be tossed out as *unconstitutional*. Even the State's major newspapers seem to recognize this fact and this has resulted in a string of **YES on 208/NO on 212** endorsements...

...The problem, as far as the opponents are concerned, is that the serious money isn't there yet to mount an ef-

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fective tv/radio blitz. But the S.F.-based PBN Co., which is handling the NO side (*Citizens Against Flawed Reform*), has reserved tv/radio time in hopes that perhaps some big money will come in. So far the only thing the NO side has lined up are slates. Most, but not all, of the major slate makers have agreed to carry the NO side at no cost...

...As for the YES side, 208 (*Californians for Political Reform*), they report cash-on-hand of \$136,386, while YES on 212 (*Californians Against Political Corruption*) reported c-o-h of \$281,327. YES on 212 has taken out full page newspaper ads, has a ground operation and is said to have a radio buy in the works. Nevertheless, the two YES sides continue to take pot shots at one another...

...FYI: Consultant Larry Levine put some numbers together we find interesting. Under 208, candidates (who don't self-fund) are limited to spending \$100,000 in legislative races. The average cost of 1 districtwide mailing (2/color, 11x17, w/good graphics) costs about \$35,700. Under 212, the spending cap is \$75,000. You don't need to be a rocket scientist to figure out that you're **not** going to be able to communicate very effectively under these restrictions. So what's wrong with walking precincts? Levine says it's a valuable campaign tool, but in some areas a walk only reaches 16-20% of voters. Stay tuned...

CAMPAIGN '96: CALIF. BALLOT MEASURE UPDATE.

Editor's note: Here's another update on key ballot measures facing voters on Nov. 5th. Some of the info in this report will feature survey data from The Field Poll, who surveyed *likely voters* from Oct. 1-8...

■ **Prop. 209** - The new Field Poll shows 81% awareness for CCRI, the initiative which will do away with public sector affirmative action programs. After the official ballot title & summary were read, the responses were as follows: Yes 47%, No 32%, undecided 21%. The data also shows a rather large **racial gap**. Whites support 209 by a margin of 49% to 28%; Latinos oppose 209 by a margin of 44% no to 42% yes; among Blacks the margin is 52% no to 25% yes. In terms of **gender**, men's support is at 54% vs. 28% no; but surprisingly women too support 209 by a margin of 40% yes vs. 35% no, according to the Field Poll...

■ **Prop. 211** - The NO side (*Taxpayers Against Frivolous Lawsuits*) have spent \$25.3 million on a massive tv & radio campaign over the past two and a half months, yet the latest Field Poll continues to show Prop. 211 (the Securities Fraud Initiative) leading by a margin of 39% Yes vs. 31% No, with 30% undecided. What's very strange is that until 2 weeks ago, YES on 211 (which has spent \$6.5 million) had not been on tv. Now they are and their :30-sec. tv spots have a catchy tagline: **911 could save your life. 211 will save your life savings**. The awareness level of 211 is now at 66%. While the Field Poll is certainly good news for the Yes side, **Calpeek** sources know of a private poll (Oct. 10-11, 800 likely voters) which shows 23% Yes, 35% No and 42% undecided. FYI: many likely voters have received an 8-page/4 color mailer from the NO on 211 campaign, featuring a Great White Shark on the cover, with the word **Predators!**...

■ **Prop. 215** - On Aug. 4, AG Dan Lungren(R) ordered a raid on the *Cannabis Buyers' Club* S.F. office. This was followed two months later by the arrest of CBC's founder, Dennis Peron, who was busted on Oct. 11th. Peron is one of the key backers of Prop. 215 on the Nov. 5th ballot (medical use of marijuana initiative). The raid and subsequent arrests have gotten Lungren and the NO side of 215 lots of coverage. They need it, because they don't have the resources to mount a major tv campaign to defeat 215. But sources wonder whether the raid and arrests were politically motivated, because Lungren (as the State's top cop) is also running for governor in 1998. Short term, Lungren's action ties nicely into Bob Dole's anti-drug themes. Long term, who can say? Some think if 215 is approved, Lungren will be hurt. Others disagree. The new Field Poll shows 56% Yes, 35% No and 9% undecided...

■ **Prop. 213** - No polling data here, but this tort measure dealing with uninsured motorists makes news because Gov. Pete Wilson(R) has recently signed AB 650 by Assemblywoman Jackie Speier(D), which requires drivers to present proof of financial responsibility before individuals can register their car. In other words, you've got to have auto insurance. This law goes into effect Jan. 1, 1997. If Prop. 213 wins on Nov. 5th, then the combination of the two laws should result in a **hefty reduction** in car insurance premiums. There is no guarantee (in 213) that rates have to be re-

duced. Nevertheless, if rates don't go down, guess who gets blamed? Insurance Comm. Chuck Quackenbush, author of 213...

■ **Prop. 210** - Bad news for supporters of Prop. 210, the *Liveable Wage Coalition* - backers of Calif.'s own minimum wage hike. The following newspapers have editorialized against 210: *Los Angeles Times*, *San Jose Mercury News*, *San Diego Union-Tribune*, *S.F. Examiner*, *L.A. Daily News*, *Orange Co. Register*, *Stockton Record* and the *Bakersfield Californian*. Stay tuned...

CAMPAIGN '96: U.S. HOUSE OF REPRESENTATIVES.

Editor's note: Here's an update on some of the hotter U.S. House races in Calif...

☒ **46th CD** - Just out of the field, a new poll for Demo businesswoman Loretta Sanchez, who is challenging GOP U.S. Rep. Bob Dornan. The survey was done by Evan/McDonough and commissioned by the Democratic Foundation of Orange Co. (Oct. 12-14, 500 likely voters). Dornan's favorability ratio is now 1:1 --- 42% rate him favorable vs. 40% unfavorable. On job rating: 58% negative, 32% positive. Name ID: Dornan 95% vs. 76% for Sanchez. Here's the 1-on-1 numbers: Sanchez 43%, Dornan 43%, with 12% undecided. This same poll in the 46th CD shows Pres. Bill Clinton at 44% vs. Bob Dole(R) at 39%...

☒ **3rd CD** - A new poll in the Sacramento BEE published Oct. 11th (Oct. 3-9, 635 likely voters), shows incumbent Demo U.S. Rep. Vic Fazio at 50%, GOP challenger Tim LeFever at 30%, with 3% for others and 17% undecided. LeFever came within 4-pts. of beating Fazio in '94. FYI: two excellent stories in the BEE about the 3rd CD by Stephen Green and Herbert Sample...

☒ **CDP Targets 3 CDs with TV** - The Demos' top 3 U.S. House targets in Calif. --- Riggs(1st CD), Seastrand(22nd CD) and Bilbray(49th CD) --- are now on the receiving end of a heavy tv attack paid for by the Calif. Demo Party(CDP). The :30-sec. spots, heavy w/Newt bashing themes, were produced by the DC media firm of Fenn, King, Murphy & Putnam. How much money is being spent? One CDP source says the 1st flight of tv ad buys will be several hundred thousand dollars. Very interesting...

☒ **24th CD** - A very interesting story in the Oct. 10th issue of the L.A. Times by political reporter Nancy Hill-Holtzman about how Calif. GOP candidates are running away from Bob Dole in their campaign mailers. Featured artwork for this story was a photo of a brochure for GOP candidate Rich Sybert w/Colin Powell. The brochure headline says *An Important Message from General Colin Powell and other Republican Leaders. We need Rich Sybert in Congress to help lead America into the 21st Century*. The next day, Oct. 11, Demo Brad Sherman accused Sybert of voter fraud because Powell has **not endorsed** Sybert. This time the follow-up story was written by LAT staffer Kenneth Weiss. Sources view the Weiss story as a negative for Sybert. Did Sybert break Calif.'s 1990 law regarding Section 115.1 of the Penal Code? That code prohibits fraud with the intent to deceive voters. Sybert's campaign says no, but you can bet that Sherman will pounce on this flap...

CAMPAIGN '96: CITY/COUNTY LOCAL INITIATIVES.

Editor's note: Here's another update on some of the hotter city/county local initiatives...

● **City of Sacramento** - Measure Q is very similar to Measure E in S.F. The Sacto Police union qualified a local measure to allow arbitrators, rather than the city council, set police salaries & benefits. The Sacto BEE has editorialized against Q and Sacto Mayor Joe Serna, as well as former mayors Ann Rudin and Phil Isenberg, are also on the NO side. The YES side may spend in excess of \$300,000...

● **City of Anaheim** - City fathers are worried about Prop. 218 --- Jarvis/Gann IV, which would require a public vote on new taxes and in some instances, may require retroactive votes on taxes already approved --- should 218 win Nov. 5. So to protect Anaheim's existing hotel/bed tax (estimated at \$44 million per year and the city's #1 source of revenue), we have Measure B, which keeps the hotel/bed tax in place w/o a public vote. Anaheim's political establishment is lined up in support with a \$300,000 campaign budget. Nelson Communications is handling the YES side...

◆ **Monterey County** - Measure M is a referendum on a County Bd. of Supes' unanimous approval of a development plan for *Rancho San Carlos*, 20,000-acres (29 sq. miles) of land south of the Carmel Valley ---

and the largest piece of privately held land in the county. If approved, M would create an 18,000-acre wildlife preserve, but would permit the land's owner to build 350 homes on the remaining 10% of the land. Sounds reasonable, except to the *tree huggers* and anti-growthers. Solem & Assoc. is handling the YES side...

DOWNTOWN L.A. TOPIC OF CURRENT AFFAIRS.

A new downtown sports arena? A new stadium for pro-football? L.A. Councilwoman Rita Walters will address these issues at the Oct. 28 meeting of the L.A. Current Affairs Forum, 11:30 a.m., Hyatt Regency Hotel. For info & RSVPs ☎ Emma Schafer (213)627-7427...

CYBERPOLITICS TOPIC AT COMMONWEALTH CLUB.

The '96 election and its impact on the Silicon Valley is the topic of a panel discussion, 6 p.m., Oct. 22, Santa Clara Marriott Hotel, hosted by the Commonwealth Club of CA. For info ☎ (415)597-6700...

CALPEEK'S INFOBAHN: POLITICAL SHORT TAKES.

Editor's note: Here are a few political items worth noting...

◆ ***New CA Registration Data*** - Preliminary figures released by the CA Sec. of State show 15,073,978 registered voters as of the 60-day close on Sept. 6th. That's the highest registration since 1960. Final numbers will be released about 10 days before the Nov. 5th election. From February to September, the Demos registered 231,546 new voters compared to 165,839 for the GOP. Decline to state went up too: 133,999. In percentages: Demos 46.9%, GOP 36.7%, other parties 7.1%, DTS 11.1%. What areas are the heaviest in terms of registration activity? The 21st SD, the 15th SD and the 39th SD. Senate Demo Leader Bill Lockyer is going all out to raise registration in these districts to help non incumbent Demos Adam Schiff, Rusty Areias and Dede Alpert...

◆ ***L.A. Co. DA's Race*** - Incumbent DA Gil Garcetti has picked up the endorsement of the L.A. Police Protective League and the Long Beach Press-Telegram. In fact, Garcetti has just about every law & order endorsement there is except for the Santa Monica Police Officers Assn. - they're backing challenger John Lynch. FYI: both sides will be on slates cards. Lynch

has lined up about 6 slates, while Garcetti is set to be on at least 3 slates...

◆ ***Vote96 Calif. Web Site*** - CA Sec. of State Bill Jones(R) has announced a new Internet site which will display rapid statewide results live on election night, Nov. 5th. The site is: <http://www.Vote96.ss.ca.gov>. Jones says they tested this site in the March primary and it was contacted more than 500,000 times during the night. Stay tuned...

VICA TO HOLD 46th BUSINESS FORECAST MEETING.

The Valley Industry & Commerce Assn.(VICA) will conduct it's 46th annual Business Forecast Conf. from 7 a.m. to 2 p.m., Nov. 15, Warner Center Marriott Hotel, Woodland Hills. L.A. Mayor Richard Riordan will give his annual "State of the Valley" address at this meeting. For info ☎ (818)888-2228...

CALPEEK'S ELECTORAL COLLEGE SCOREBOARD

Editor's note: It takes 270 electoral college votes to be elected President of the U.S. There are 538 EC votes. These projections are based upon polling data on a State-by-State basis. 15 days before Nov. 5th. FYI: the latest PoliticsNow poll (10/15) shows Pres. Bill Clinton ahead of Bob Dole by a 54% to 33% margin, w/Ross Perot at 7%...

Clinton: AZ(8), AR(6), CA(54), CO(8), CT(8), DE(3), DC(3), HI(4), IL(22), IA(7), ME(4), MD(10), MA(12), MI(18), MN(10), MO(11), NH(4), NJ(15), NM(5), NY(33), OH(21), OR(7), PA(23), RI(4), TN(11), VT(3), WA(11), WV(5) and WI(11). 29 States w/341 EC votes...

Lean Clinton but were too close as of 10/15: FL(25) and GA(13). 2 States w/38 EC votes...

Dole: AK(3), ID(4), KS(6), MS(7), NE(5), NC(14), ND(3), SC(8), TX(32), UT(5) and WY(3). 11 States w/90 EC votes...

Lean Dole but were too close as of 10/15: AL(9), IN(12) and OK(8). 3 States w/29 EC votes...

Up For Grabs: KY(8), LA(9), MT(3), NV(4) and SD(3). 6 States w/40 EC votes...